

The power of employee experience:

4 strategies to build more
resilient workplaces



The world of work has changed dramatically over the last several years, but something that has remained constant is the need for talented people.

The power of employee experience has never been clearer. You need passionate people at the helm if you're going to weather the inevitable storms. You need loyal employees who are committed to your vision and your customers. You need a culture where people come together and support each other through challenges.

In this guide, we'll explain four key pillars of employee experience and how you can use them to create resilient teams and a strong company culture.

- 1 Share knowledge for faster onboarding and upskilling**
- 2 Use apps and workflows to build bridges between teams**
- 3 Support HR, so they can better support your employees**
- 4 Make employee care part of your brand ethos**



D1 Build a knowledge base for faster onboarding and upskilling

One of the realities of hybrid work is that answering a simple question is not always a simple process. Knowledge is distributed across different teams and departments, and you may not know who has the information or expertise that you need.

We also know that employee support needs are increasing. In our research, internal support teams managed 31 percent more tickets compared to the previous year, and [86 percent anticipate an increase in employee requests](#) in the coming year.

A knowledge base can fill the gap, giving your employees the power to track down answers they need in just a few clicks.

Building a repository of institutional knowledge isn't just a nice thing to do—it's a powerful productivity driver. When you onboard new employees, vendor partners, and contract workers, they'll be looking to you to provide institutional resources, industry knowledge, and training tools. If this information is readily available and searchable, you can get new people up to speed faster and have them performing at a higher level right away.

Using Zendesk, the State of Tennessee reduced new employee onboarding times from six months to six weeks.

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of internal support teams anticipate an increase in employee requests in the next year

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When the State of Tennessee was first modernizing to better serve its citizens, one issue that immediately surfaced was the need to capture priceless employee knowledge, especially that of veteran civil servants who can leave a gaping void once they retire. They turned to Zendesk to address that issue for the department by enabling knowledge capture, but it has also provided another benefit: New employee onboarding times have been reduced from six months to six weeks.

"What we found is that if we can transfer that knowledge from 30- or 40-year employees into articles into the knowledge base, then any temporary or part-time staff can use that knowledge to answer the same type of questions that they're being asked on the phone and sound like they've been here for 10 years."

Dustin Swayne

Deputy Commissioner, State of Tennessee

Consider implementing an internal knowledge base to:



Significantly decrease the time employees spend searching for information



Capture institutional knowledge for the benefit of all



Decrease time to onboard new employees



Quickly and easily onboard contingent employees

02 Use apps and workflows to build bridges between teams

Cross-team collaboration has never been more important, but data shows that many teams are still struggling to find the sweet spot. More than half of internal support teams say they [don't have the tools they need to be successful remotely](#), according to Zendesk research.

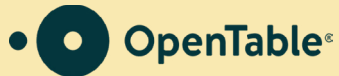
To help with this, HR leaders should look for solutions that remove the logistical barriers to collaboration. Investing in integrations with the apps you already use (like Slack or Asana) can help create bridges across different teams and cut down on unnecessary back-and-forth communication. With a Slack integration, for example, employees can send a quick message to your internal support team in between meetings instead of having to navigate to a separate page to submit a request for help.

Toggling between apps may seem like a small inconvenience, but the impact on productivity is significant. Harvard Business review found that over the course of the year, the “[toggling tax](#)” accounted for 9 percent of employees’ working time.

Another example is using simple business rules to automate certain actions, like notifying an employee about the status of their request. This saves time while still keeping everyone informed.



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For example, when [OpenTable was revamping its internal help desk](#), it found that a favorite aspect of Zendesk was its ability to keep employees in the loop.

"The built-in triggers send email updates automatically as we process a ticket. We keep hearing that we're so much more responsive now—but it's not because the agents are doing anything differently,"

"It's because the system is automatically providing feedback to the employee, which we didn't do before."

Russ Gangloff

Director of Customer Support at OpenTable

Consider implementing an employee help desk so:



Teams can track and manage requests, and make more informed capacity-planning decisions



Requests can automatically be routed to the right department, so employees don't have to know the right people to get their jobs done



Employees can get what they need faster with simple forms and business rules



Employees have more transparency into the status of a project (and teams won't get spammed with update requests)



03

Support HR, so they can better support your employees

Ironically, the people tasked with solving the talent crisis are having a crisis of their own. HR teams report chronic levels of burnout, and in our research, 43 percent said they weren't treated as well compared to other teams in their organization.

To change this narrative, **HR needs stronger leadership backing and bigger investment.** One need that HR teams identified in our research was better technology. Internal support staff expressed a desire for more modern solutions that are easier to use, and they need to be able to communicate with employees more efficiently with tools like help centers.

There is also a huge opportunity here to make HR a strategic partner in achieving company goals. With the right tools, you can transform your help desk from a reactive, back-office function to a proactive, data-driven motion. For example, if you set up automatic employee surveys, you'll be sitting on a pile of actionable data that you can then use to help drive decisions about your employee experience.

Further, automating HR processes ensures essential operations remain in place, even if a team member leaves or a team is restructured. These tools can ease demands on your HR team while still delivering a high standard of service to your employees.

43%

of support teams serving corporate employees said they weren't treated as well as other teams in their organization.

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For example, through a combination of business rules, triggers, and self-service, Vodafone has reduced their ticket volume by 70% across its 15,000 employees.

"I can't recommend Zendesk Support enough—I'm a huge advocate. I think it's the best piece of software we've ever used."

"Our employees love Zendesk Support because the automated replies give them confidence that their issues are being managed. Our agents love it because it offers the perfect balance of simplicity and power."

David Bedelis

Learning Technologies Specialist, Vodafone

Use forms, triggers, and business rules to automate simple tasks:



Ensure critical workflows can still happen even when teams are disrupted



Maintain service quality and SLAs in the face of change



Automate routine or operationally heavy tasks so your teams have more time to focus on more complex tasks



Allow greater flexibility if you need to change workflows—you can revise business rules without needing to retrain staff

D4

Make employee care part of your brand ethos

Sixty-eight percent of company leaders now recognize a [direct link between employee service and business growth](#). You can't do good work without good people, which means that companies are dedicating more resources to creating strong company cultures where employees feel valued.

"It's easy to say you care about your employees, but how do you operationalize that care? How do you make employees feel like they matter every day, not just when the next promotion cycle rolls around?"

The thing is, it's easy to say you care about your employees, but how do you operationalize that care? How do you make employees feel like they matter every day, not just when the next promotion cycle rolls around?

You can start by creating direct lines of communication between employees, support staff, and leaders. A help desk gives employees a specific resource they can turn to when they have questions, problems, or concerns. Eliminating internal barriers like lack of clear processes



and information silos helps create a positive environment where employees feel like they understand how to move projects forward, solve problems, achieve milestones, and take advantage of company benefits.

It's also important to keep people in the loop about company news and updates, but [notification fatigue](#) is a real challenge. Self-service employee portals, aka help centers, can be a one-stop shop for FAQs, how-to articles, and employee resources. You can then link out to relevant help center articles in your communication instead of writing multi-paragraph emails that employees are likely to skim or avoid altogether.

Making internal operations as easy and painless as possible is something specific and tangible you can do for your employees, and it doesn't require a heavy lift. It may actually help things flow more smoothly and give you greater visibility into your operations.



Make sure employees feel informed and supported:



Notify employees about new benefits in a way where the details won't get lost



Ensure employees stay up to date on changes to company policy



Enable employees to self-serve and inform themselves on benefits and policies in a confidential manner



Better care for your employees by ensuring visibility into the full range of benefits you offer

Conclusion

At the end of the day, it's not the flashy perks that get employees to stay. Beer pongs and kombucha taps are so 2019. The companies best positioned to succeed in the future are the ones who treat their employees well and meet their needs. It's as simple as that.

See how Zendesk makes employee experience easier and more efficient:
zendesk.com/internal-help-desk/